



# LinkedIn Ads add-on for Adobe Express

Turn Adobe Express designs  
into LinkedIn ads.



# Table of Contents

Click the section title to jump to that page

<a href="#">Why Adobe Express and LinkedIn</a>	3
<a href="#">How to get started</a>	4
<a href="#">Using LinkedIn templates in Adobe Express</a>	5
<a href="#">Installing the LinkedIn Ads add-on</a>	9
<a href="#">Exporting your creative</a>	13



# Why Adobe Express and LinkedIn

## Streamline your work.

Design video and image ads in Adobe Express, then seamlessly send them to your LinkedIn ad account. No need for downloads or re-uploads. Get your creative into Campaign Manager with a few clicks.

## Elevate your creative.

Use professionally designed, LinkedIn-optimized templates in Adobe Express to create high-impact video and image ads that reflect your brand and grab attention in the feed.

## Maximize your impact.

Easily promote your creative assets—both video and image ads—from your LinkedIn Ad account. Put your message in front of the audience that matters most to you.

# How to get started

Here's what you need to get started:

## 1 A LinkedIn Ads account.

Need help getting one created?

[Learn more here.](#)

## 2 An Adobe Express account.

[Get started with Adobe Express.](#)



# Using LinkedIn templates on Adobe Express

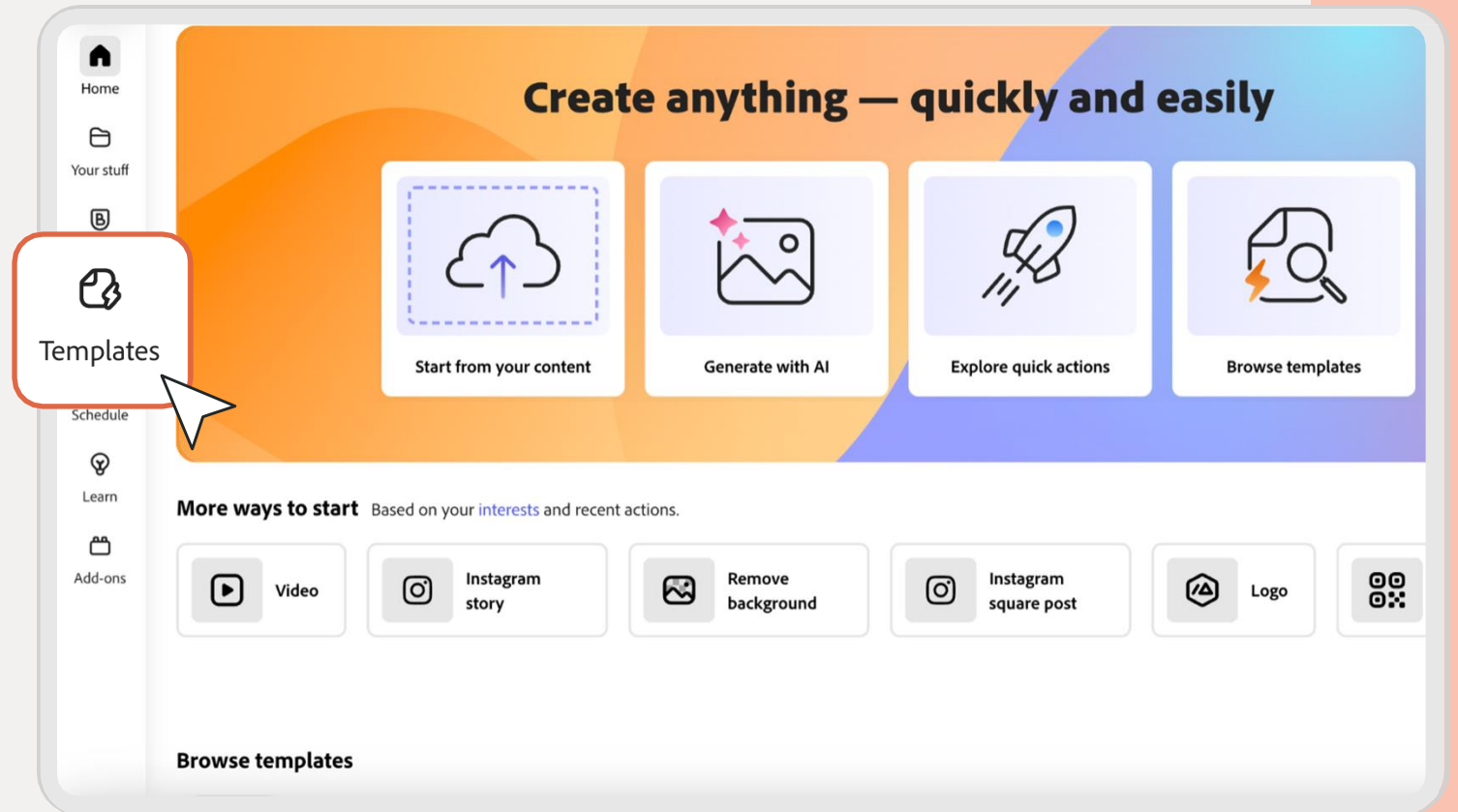
[Click here to jump to LinkedIn-optimized templates on Adobe Express](#)



# Using LinkedIn templates on Adobe Express

## Step 1

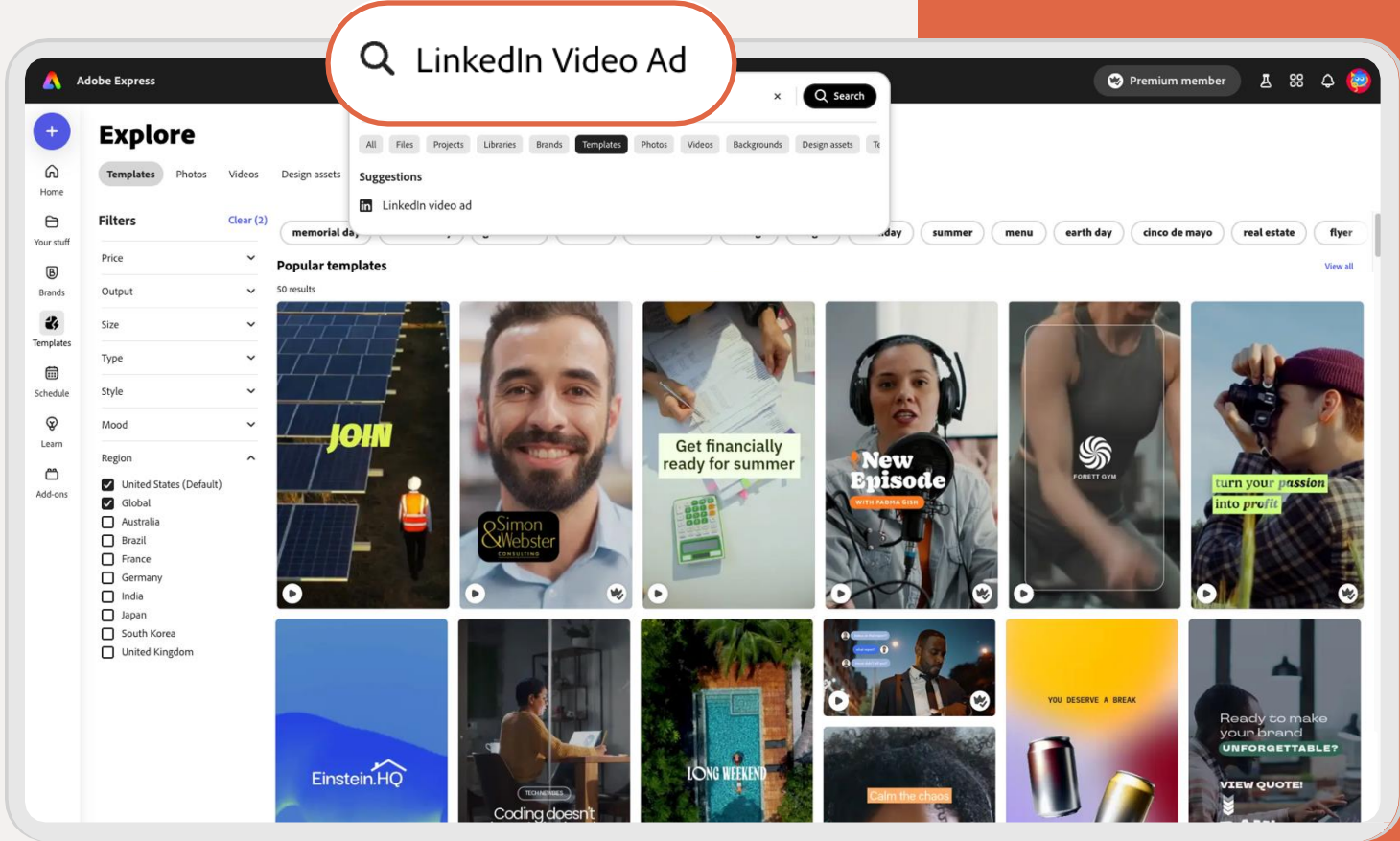
Navigate to the **Templates** tab on Adobe Express.



# Using LinkedIn templates on Adobe Express

## Step 2

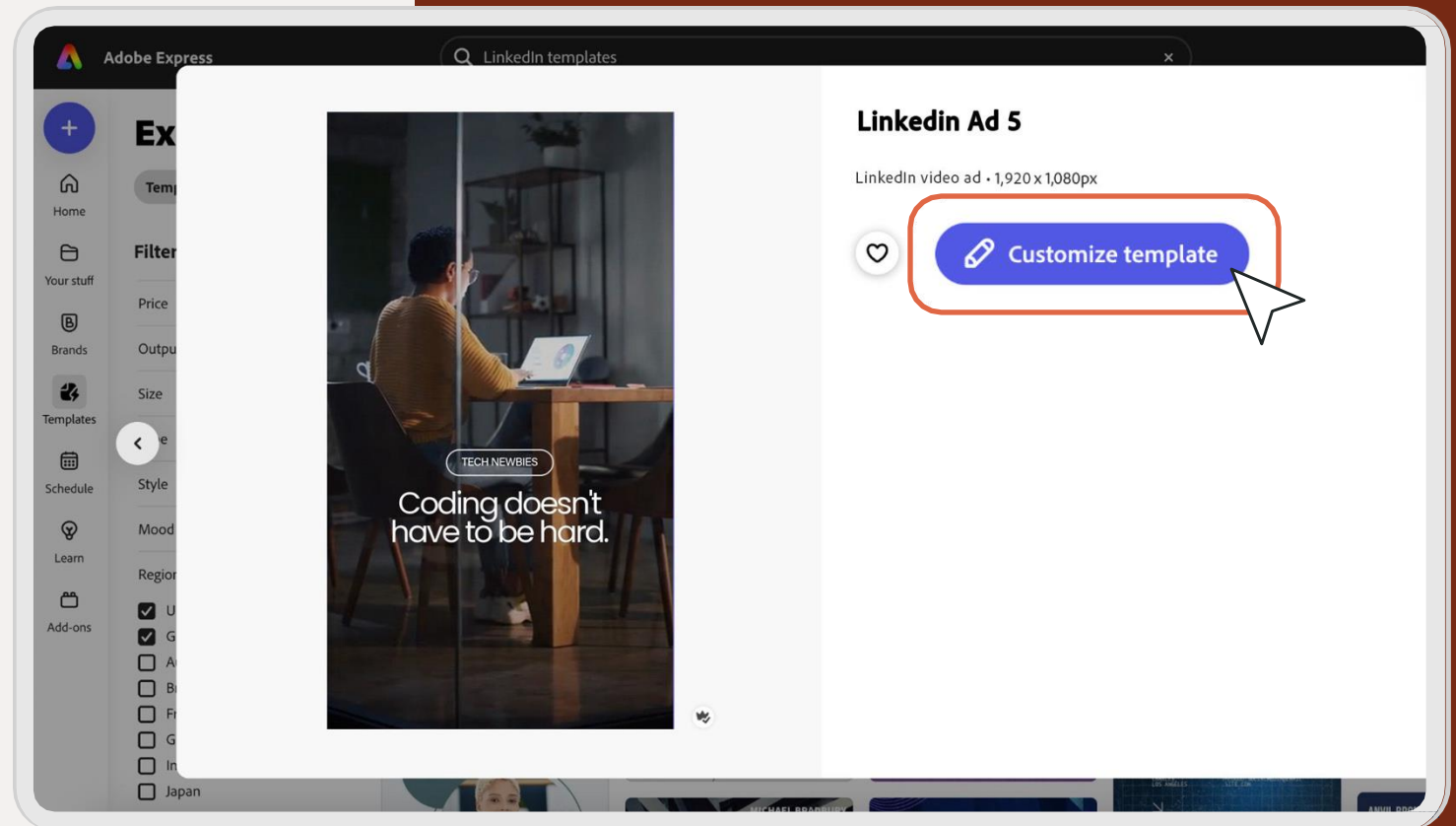
In the search bar, type in “LinkedIn Video Ad.”



# Using LinkedIn templates on Adobe Express

## Step 3

Select a template and in the layover screen, click **Customize template** to have the template populate into your Adobe Express editor. Design and create in the Adobe Express platform.



# Installing the LinkedIn Ads add-on

[Click here to jump to the LinkedIn Ads add-on for Adobe Express](#)

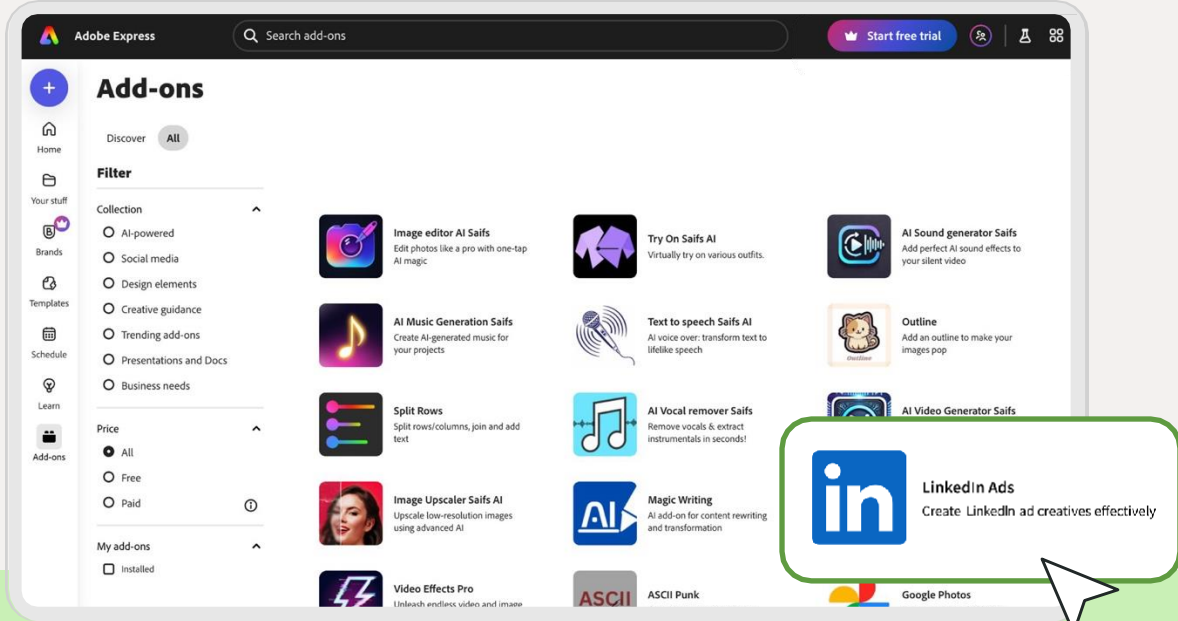
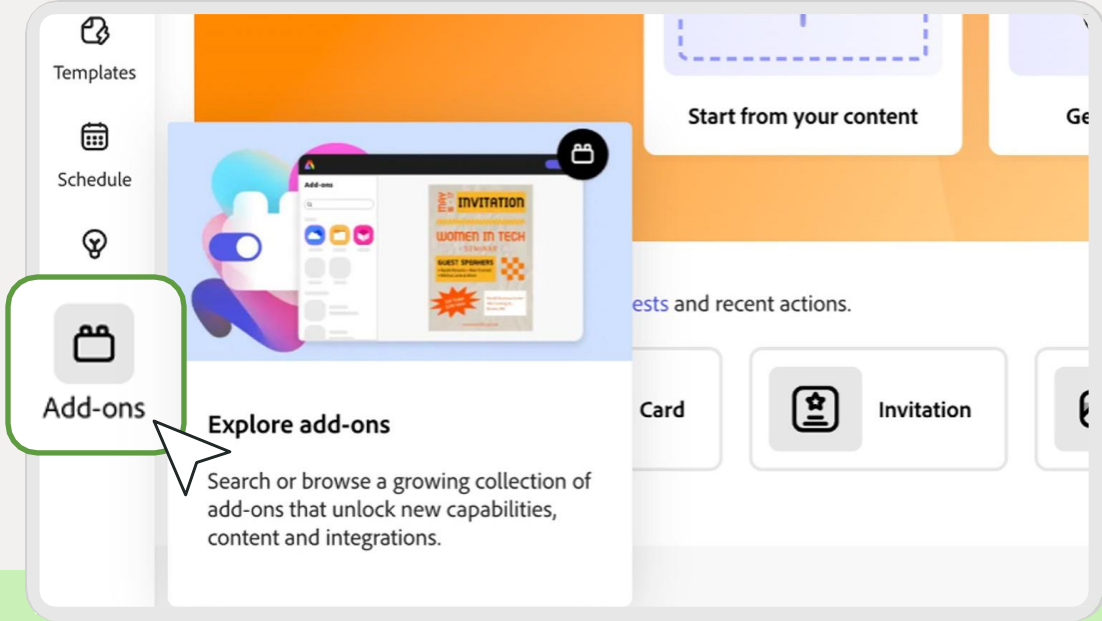


# Installing the LinkedIn Ads add-on

## Step 1

Navigate to the **Add-ons** marketplace in Adobe Express.

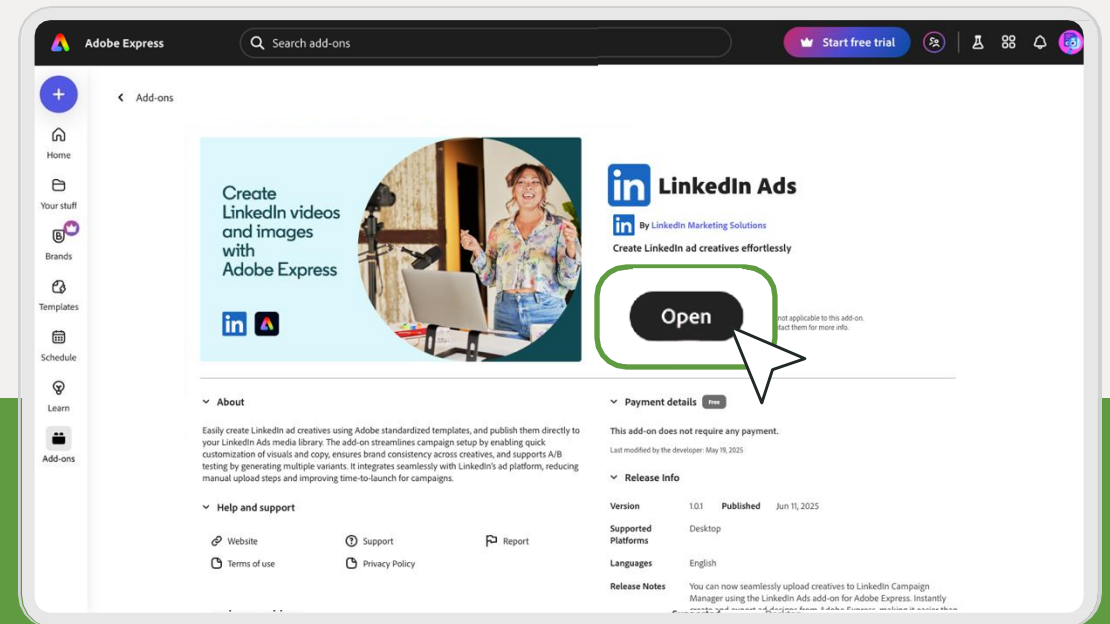
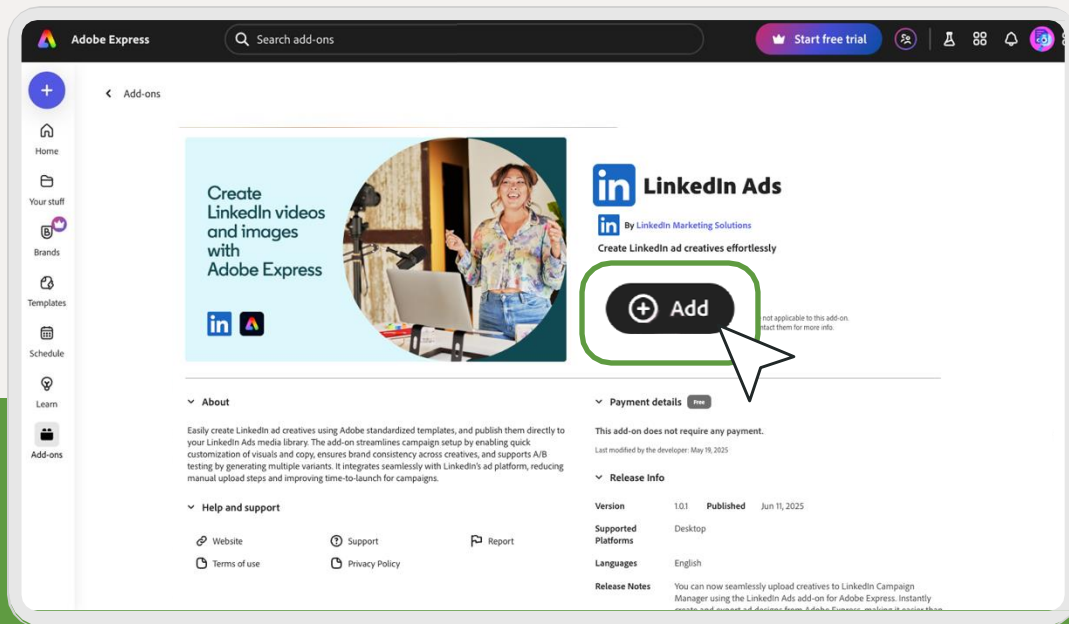
Once you're in the Add-ons section, search for LinkedIn Ads.



# Installing the LinkedIn Ads add-on

## Step 2

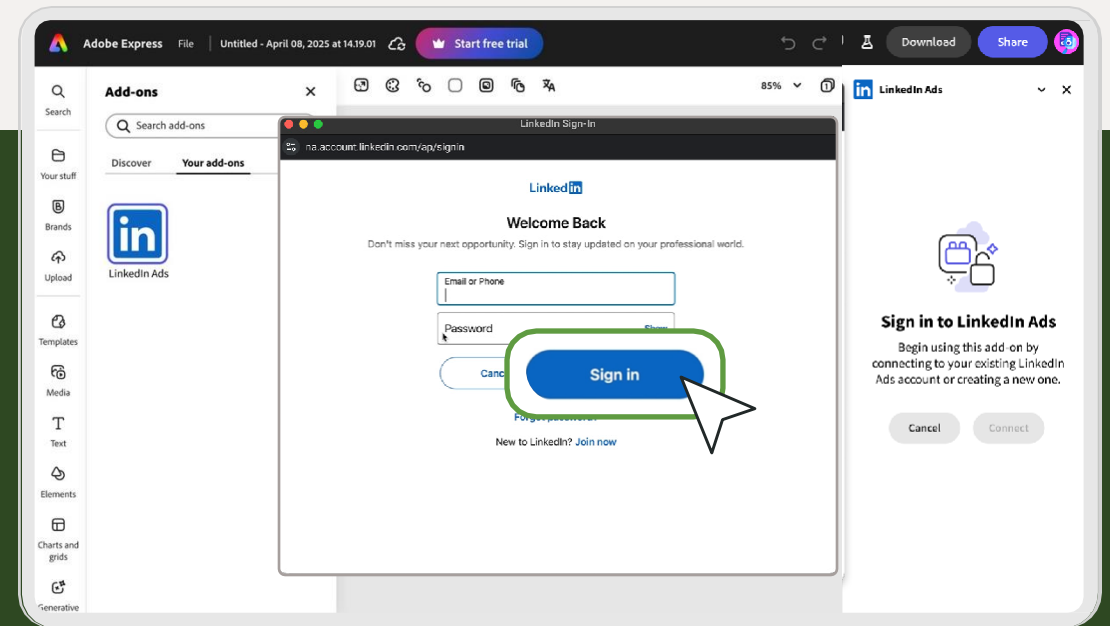
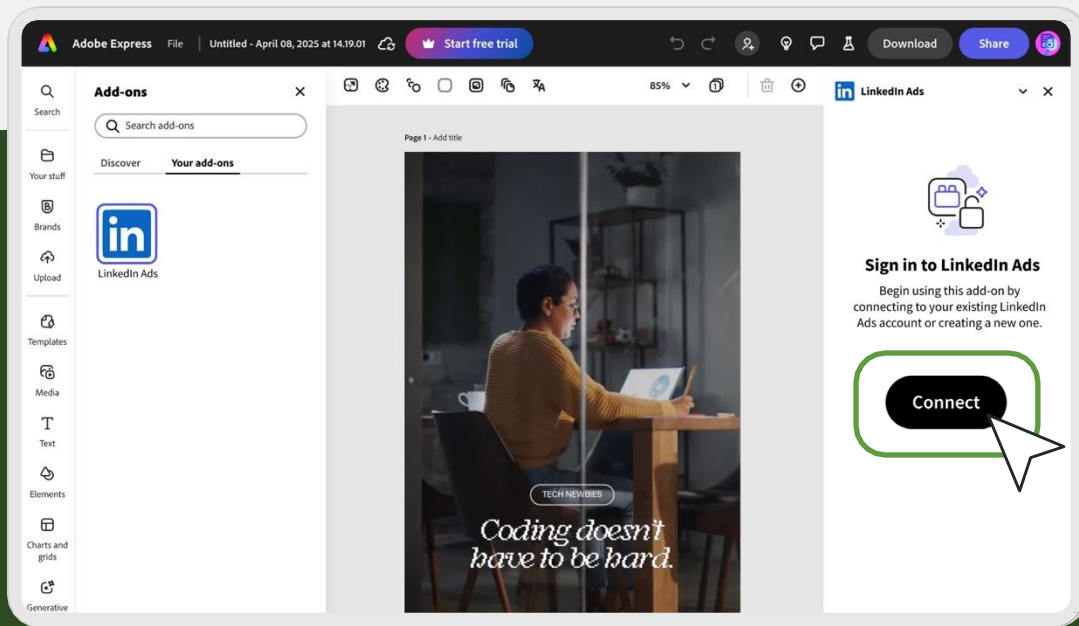
Review the details page for the app and click **Add**. Then, select **Open** to launch the integration.



# Installing the LinkedIn Ads add-on

## Step 3

Select **Sign-In** on the right-hand panel. In the overlay box, enter your LinkedIn login credentials and click **Sign in**.



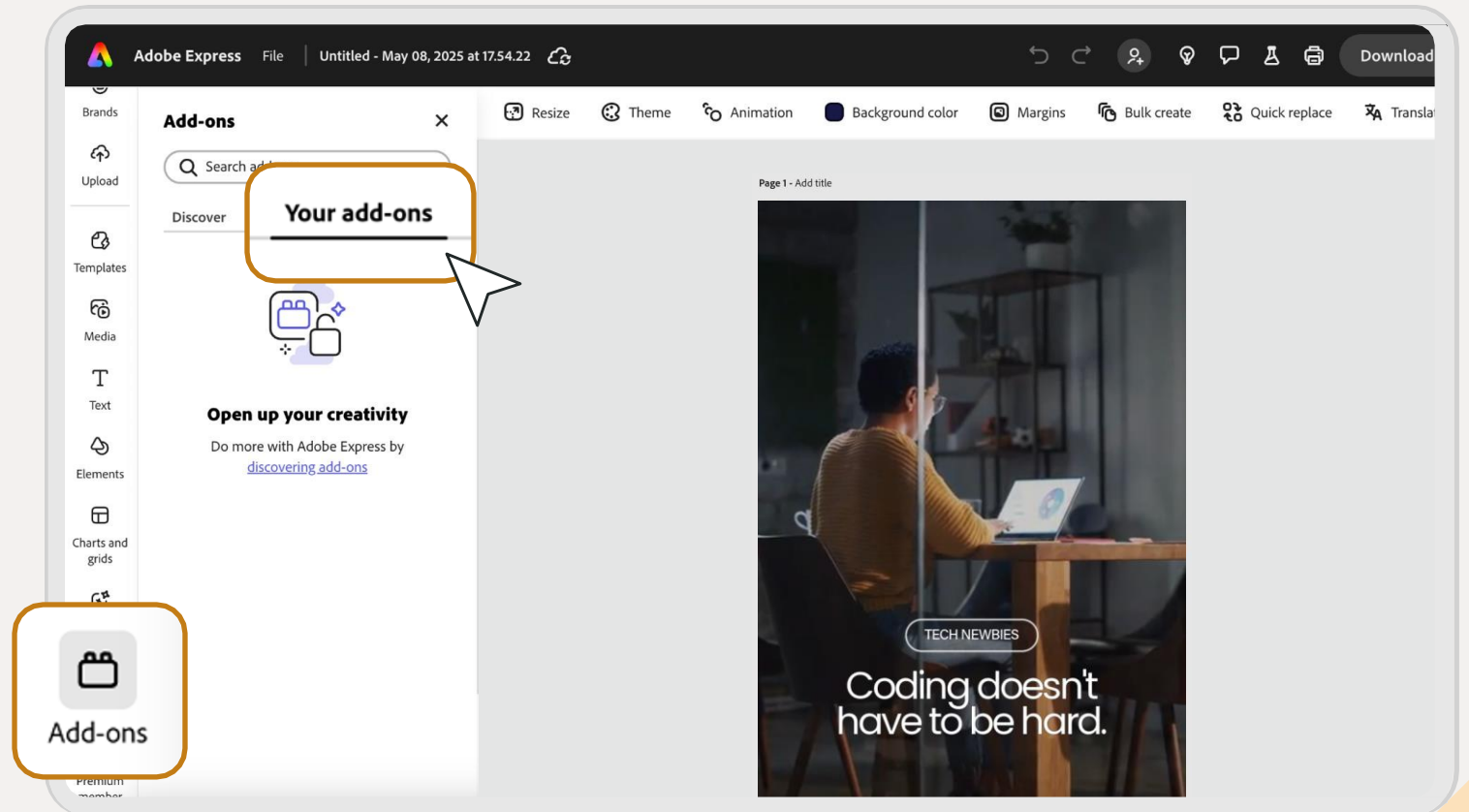
# Exporting your creative



# Exporting your creative

## Step 1

Once your design is ready, click the **Add-ons** icon on the left, Go to the **Your add-ons** tab and select **LinkedIn Ads**.

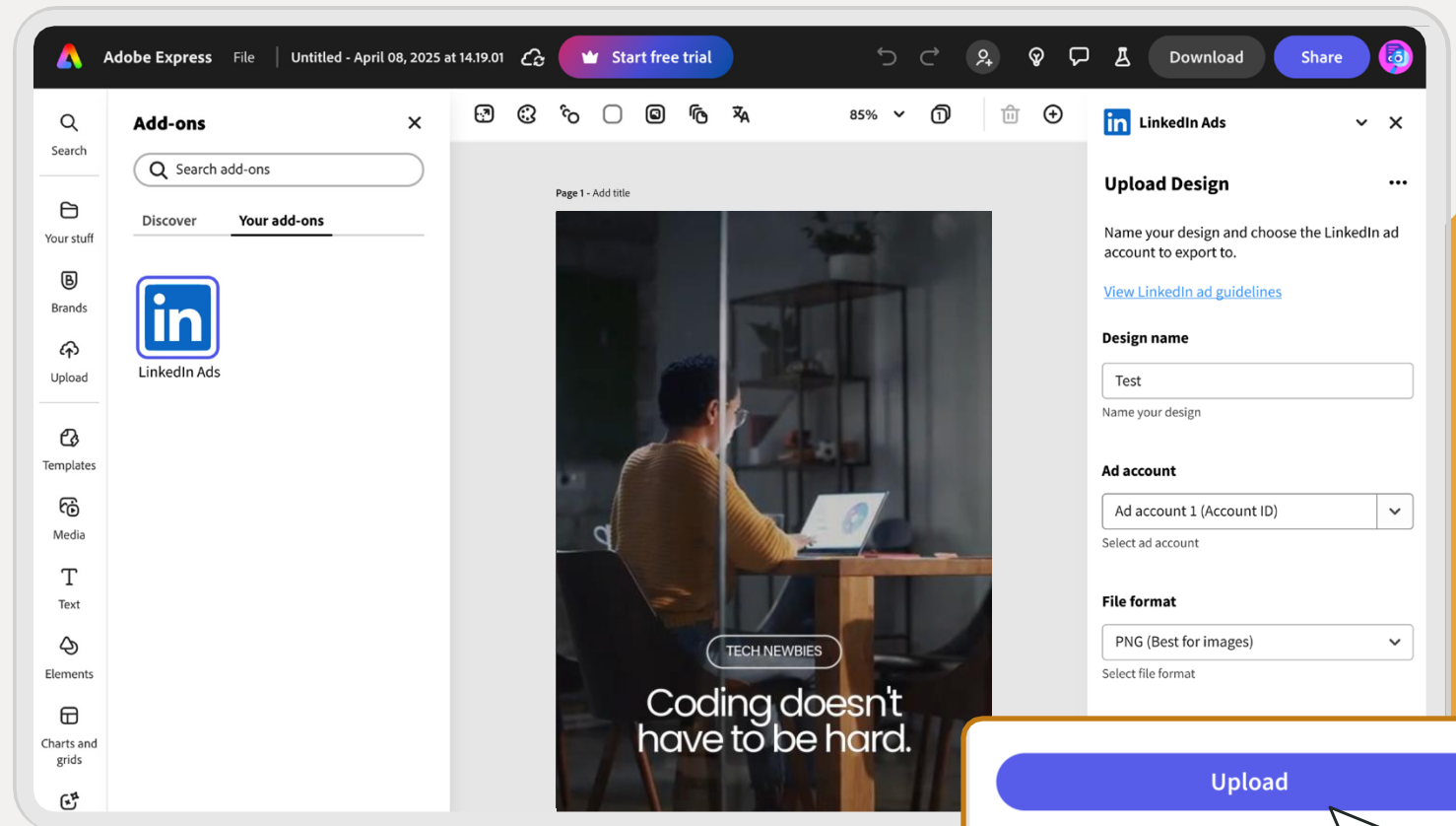


# Exporting your creative

## Step 2

Name the file, select the LinkedIn Ad account you want to send the creative to, and select the file format.

Finally, click **Upload** to send the creative to your LinkedIn Ads account.



# Exporting your creative

## Step 3

Once the creative is uploaded, you will see a confirmation message.

A hyperlink will be available so you can go directly to LinkedIn Campaign Manager.

